

# Let Us Read You Your Rights.

**When using our website and submitting any personal data to us, you may have certain rights under the General Data Protection Regulation (GDPR) and other laws. Depending on the legal basis for processing your personal data, some or all of these rights may apply to you:**

## *The Right to Information*

You have the right to be informed about the personal data we collect from you, and how we process it.

## *The Right to Access*

You have the right to receive confirmation that your personal data is being processed and have the ability to access your personal data.

## *The Right to Rectification*

You have the right to have your personal data corrected if it is inaccurate or incomplete.

## *The Right to Removal*

You have the right to request the removal or deletion of your personal data if there is no compelling reason for us to continue processing it.

## *The Right to Restrict Processing*

You have a right to block or restrict any processing of your personal data. When your personal data is restricted, we are permitted to store your data, but not to process it any further.

## *The Right to Data Portability*

You have the right to request and get your personal data that you provided to us and use it for your own purposes. We will provide your data to you within 30 days of your request. To request your personal data, please contact us using the information at the top of this privacy notice.

## *The Right to Objection*

You have the right to object to the processing of your personal data for any of the following reasons:

1. Processing was based on legitimate interests or the performance of a task in the public interest/exercise of official authority (including profiling);

2. Direct marketing (including profiling); and
3. Processing for purposes of scientific/historical research and statistics.
4. Rights in relation to automated decision-making and profiling.

### *Automated Individual Decision-Making and Profiling*

You have the right to not be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning you or anything that might affect you.

### *Filing a Complaint*

You have the right to file a complaint with supervisory authorities if your information has not been processed in compliance with the General Data Protection Regulation. If the supervisory authorities fail to address your complaint properly, you may have the right to a judicial remedy.

## Definitions

'Non-personal data' (NPD) is information that isn't personally identifiable.

'Personal data' (PD) means any information relating to an identified or identifiable natural person ('data subject'); an identifiable natural person is one who can be identified, directly or indirectly, by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person. PD is much like Personally Identifiable Information (PII). However, PD is broader in scope and covers more data.

A 'visitor' is anyone who browses our website.

A 'member' is someone who has registered with us to use or buy our services and / or products.

The term "user" is a collective identifier that refers to either a visitor or a member.

# Privacy Policy

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## 1. Information We Collect

You control the amount and type of information that you provide to us when using our website. Consent is key when it comes to collecting and processing your PD. Our legal basis for collecting and processing your PD when you place an order for products or services is the necessity for the performance of a contract or to take steps to enter into a contract.

### **What Happens If You Don't Provide Your PD:**

If you do not provide us with enough PD, we may not be able to provide you with all our products and / or services. However, you can access and use some parts of our website without giving us your PD.

## **How We Collect Your PD:**

### ***Automatic Information***

We automatically receive information from your web browser or mobile device. This information includes the name of the website from which you entered our website, if any, as well as the name of the website you'll visit when you leave our website. This information also includes the IP address of your computer/the proxy server you use to access the Internet, your Internet service provider's name, your web browser type, the type of mobile device, your computer operating system, and data about your browsing activity when using our website. We use all this information to analyze trends among our users to help improve our website.

### ***Entering and Using Our Website***

When you enter and use our website and agree to accept cookies, some of these cookies may contain your PD. Who doesn't like cookies?

### ***Submitting an Online Form***

When you sign up to our newsletter or to receive notifications about upcoming promotions or events we collect your email address. When you fill out a contact form we collect your first and last name, your email address and in some cases phone number.

### ***Buying Products or Services***

If you buy products or services from us, we collect your first and last name, the credit card holder's first and last name, your email address, billing address, credit card or other payment information and your phone number.

## **2. Cookies**

A cookie is a small piece of data or a text file that is downloaded to your computer or mobile device when you access certain websites. Our website uses such cookies, and these may contain text that can be read by the web server that delivered the cookie to you. The text contained in the cookie consists of a sequence of letters and numbers that identifies your unique computer or mobile device; it may contain other information as well.

**By agreeing to accept our use of cookies, you are giving us, and the third parties we partner with, permission to place, store, and access some or all the cookies described below on your computer.**

### *Strictly Necessary Cookies*

These cookies are necessary for proper functioning of the website, such as displaying content, logging in, validating your session, responding to your request for services, and other functions. Most web browsers can be set to disable the use of cookies. If you disable this kind of cookie, you may not be able to access certain features on our website correctly, or at all.

### *Performance Cookies*

These cookies collect information about how you use our website, such as pages visited, traffic sources, users' interests, content management, and other website measurements.

### *Functional Cookies*

These cookies enable the website to remember a user's choices – such as their language, user name, and other personal choices – while using the website. They can also be used to deliver services, such as letting a user write a blog post, listen to audio, or watch videos.

### *Media Cookies*

These cookies are used to improve a website's performance and provide special features and content. They can be placed by third parties who provide services to us or by our company.

### *Advertising or Targeting Cookies*

These cookies are usually placed and used by advertising companies to develop a profile of your browsing interests and serve advertisements on other websites that are related to your interests. Disabling these cookies will remove advertising, especially that which is relevant to you, from your view.

### *Session Cookies*

These cookies allow websites to link the actions of a user during a browser session. They may be used for a variety of purposes, such as remembering what a user has put in their shopping cart as they browse a website. Session cookies also permit users to be recognized as they navigate a website so that any item or page changes they make are remembered from page to page. Session cookies aren't stored long-term, and expire once your session has ended.

### *Persistent Cookies*

These cookies are stored on a user's device in between browser sessions, which allows the user's preferences or actions across a site (or, in some cases, across different sites) to be remembered. Persistent cookies may be used for a variety of purposes, including remembering users' choices and preferences when using a website or to target advertising to them.

### ***Other Reasons We Like Your Cookies:***

- We can identify the areas of our website that you have visited
- We can personalize the content that you see on our website
- It helps our website analytics
- It makes it easier to remarket our products or services later
- We can remember your preferences, settings, and login details • Your unique interests become the focus of our targeted advertising.
- Affiliate marketing
- It allows you to post comments.
- It allows you to share our content with social networks

Most web browsers can be set to disable the use of cookies. However, if you disable cookies, you may not be able to access features on our website correctly or at all.

### ***Web Beacons***

We may also use a technology called web beacons to collect general information about your use of our website and your use of special promotions or newsletters. The information we collect by web beacons allows us to statistically monitor the number of people who open our emails. Web beacons also help us to track and understand the behavior of our customers, members, and visitors.

### ***Google Analytics Privacy Notice***

Our website uses Google Analytics to collect information about the use of our website. Google Analytics collects information from users such as age, gender, interests, demographics, how often they visit our website, what pages they visit, and what other websites they have used before coming to our website. We use the information we get from Google Analytics to analyze traffic, remarket our products and services to users, improve our marketing, advertising, and to improve our website overall.

We have enabled Google Analytics advertising features such as remarketing with

Google Analytics, Google Display Network Impression Reporting, and Google Analytics Demographics and Interest Reporting. Google Analytics collects only the IP address assigned to you on the date you visit our website, not your name or other identifying information. We do not combine the information collected using Google Analytics with PD. Although Google Analytics plants a permanent cookie on your web browser to identify you as a unique user the next time you visit our website, the cookie cannot be used by anyone but Google. Google also uses specific identifiers to help collect information about the use of our website.

For more information on how Google collects and processes your data, visit <https://www.google.com/policies/privacy/partners/>

You can prevent Google Analytics from using your information by opting out at this link: <https://tools.google.com/dlpage/gaoptout>

### 3. How We Use Your Information.

**We use your information to:**

- Provide our products and services you have requested or purchased from us;
- Tailor and customize our content to suit you;
- Make vital improvements to our website;
- Contact you with updates to our website;
- Resolve any problems and disputes;
- Contact you with marketing and advertising that may be of interest to you.

***Communications and Emails***

When we communicate with you about our website, we will use the email address you provided when you registered as a member or user. We may also send you emails with promotional information about our website or offers from us or our affiliates unless you have opted out of receiving such information. You can change your contact preferences at any time through your account or by sending us an email with your request to [david@donovanlowenergy.ie](mailto:david@donovanlowenergy.ie)

***Sharing Information With Affiliates and Other Third Parties***

We will not sell or rent your PD to third parties for marketing purposes. However, for data aggregation purposes we may use your NPD, which might be sold to other parties at our discretion. Any such data aggregation would not contain any of your PD. We may

provide your PD to third-party service providers we hire to provide services to us. These third-party service providers may include but are not limited to: payment processors, web analytics companies, advertising networks, call centers, data management services, help desk providers, accountants, law firms, auditors, shopping cart and email service providers, and shipping companies.

### ***Legally Required Releases of Information***

We may be legally required to disclose your PD if such disclosure is (a) required by subpoena, law, or other legal process; (b) necessary to assist law enforcement officials or government enforcement agencies; (c) necessary to investigate violations of or otherwise enforce our Legal Terms; (d) necessary to protect us from legal action or claims from third parties, including you and/or other users or members; or (e) necessary to protect the legal rights, personal/real property, or personal safety of our company, users, employees, and affiliates.

### ***Disclosures to Successors***

If our business is sold or merges with another business that would become responsible for providing the website to you, we retain the right to transfer your PD to that new business. The new business would retain the right to use your PD according to the terms of this privacy notice as well as to any changes to this privacy notice as instituted by the new business. We also retain the right to transfer your PD if our company files for bankruptcy and some or all of our assets are sold to another individual or business.

## **4. Retaining and Destroying Your PD**

We retain information that we collect from you (including your PD) only for as long as we need it for legal, business, or tax purposes. Your information may be retained in electronic form, paper form, or a combination of both. When your information is no longer needed, we will destroy or delete it.

## **5. Updating Your PD**

You can update your PD using services found on our website. If no such services exist, you can contact us using the contact information found at the top of this privacy notice and we will help you. However, we may keep your PD as needed to enforce our agreements and to comply with any legal obligations.



## 6. Revoking Consent

You have the right to revoke your consent for us to use your PD at any time. Such an opt-out will not affect disclosures otherwise permitted by law including but not limited to: (i) disclosures to affiliates and business partners, (ii) disclosures to third-party service providers that provide certain services for our business, such as credit card processing, computer system services, shipping, data management services, (iii) disclosures to third parties as necessary to fulfill your requests, (iv) disclosures to governmental agencies or law enforcement departments, or as otherwise required to be made under applicable law, (v) previously completed disclosures to third parties, or (vi) disclosures to third parties in connection with subsequent contests or promotions you may choose to enter, or third-party offers you may choose to accept. If you want to revoke your consent for us to use your PD, send us an email with your request to [david@donovanlowenergy.ie](mailto:david@donovanlowenergy.ie)

## 7. Protecting the Privacy Rights of Third Parties

If any posts you make on our website contain information about third parties, you must make sure you have permission to include that information in your posting. While we are not legally liable for the actions of our users, we will delete any posts about which we are notified, if such postings violate the privacy rights of others.

## 8. 'Do Not Track' Settings

Some web browsers have settings that allow you to request that we cease tracking your movement within our website. You can turn off tracking features and other security settings in your browser by referring to your browser's user manual.

## 9. Links to Other Websites

Our website will contain links to other websites. These websites are not under our control and thus are not subject to our privacy notice. These websites will likely have their own privacy notices. We have no responsibility for these websites and we provide links to these websites solely for your convenience. You acknowledge that your use of and access to these websites are solely at your risk. It is your responsibility to check the privacy notices of these websites to see how they treat your PD.

## 10. Protecting Children's Privacy

Our site is not designed for use by anyone under the age of 16, but we're aware that anyone can access our site regardless of age, and are also aware that we're unable to control this. We do not knowingly collect PD from children under the age of 16. If you are a parent or guardian and believe that your child is using our website, please contact us. Before we remove any information, we may ask for proof of identification to prevent malicious removal of account information. If we discover that a child is accessing our website, we will delete his/her information within a reasonable period of time. You acknowledge that we do not verify the age of our users nor do we have any liability to do so.

## 11. Email Policy

You can always opt out of receiving further email correspondence from us or our affiliates. We will not sell, rent, or trade your email address to any unaffiliated third party without your permission except in the sale or transfer of our business, or if our company files for bankruptcy.

## 12. Security Policy

We have built our website using industry-standard security measures and authentication tools to protect the security of your PD. We and any third parties who provide services for us also maintain technical and physical safeguards to protect your PD. When we collect your credit card information through our website, we will encrypt it before it travels over the Internet using industry-standard technology for conducting secure online transactions. Unfortunately, we cannot guarantee against the loss or misuse of your PD or secure data transmission over the Internet because of its nature.

As with any other website, we strongly urge you to protect any password you may have for our website and to not share it with anyone. You should always log out of our website when you finish using it, especially if you are sharing or using a computer in a public place. Always be vigilant.

## 13. Using Your Credit Card

You may have to provide a credit card to buy products and services from our website. We use third-party billing services and have no control over these services. We use our commercially reasonable efforts to make sure your credit card number is kept strictly confidential by using only third-party billing services that use industry-standard encryption technology to protect your credit card number from unauthorized use. However, you understand and agree that we are in no way responsible for any misuse of your credit card number.

## 14. Changes to Our Privacy Policy

We reserve the right to change our privacy policy notice at any time. If our company decides to change this privacy notice, we will post those changes on our website so that our users and customers are always aware of what information we collect, use, and disclose. If at any time we decide to disclose or use your PD in any manner different from that specified at the time it was collected, we will provide advance notice by email (sent to the email address on file in your account). Otherwise we will use and disclose our users' and customers' PD in agreement with the privacy notice in effect when the information was collected. In all cases, your continued use of our website, services, and products after any change to this privacy notice will constitute your acceptance of such change.

## 15. Questions?

Should you have any questions about our privacy notice, please contact us directly at [david@donovanlowenergy.ie](mailto:david@donovanlowenergy.ie)